CLAIMS:

1. A method of collecting data regarding a plurality of web pages visited by at least one user, the method comprising the steps of:

   receiving, at a server, identification data together with web page data, wherein the identification data identifies a website access device of a user and the web page data identifies a web page which the user has requested to view using the website access device;

   storing the identification data and the web page data in a database;

   storing personal data of a plurality of users, the personal data including a unique identifier of each user;

   receiving a request from a user to view a web page, the request including a unique identifier of the user and identification data identifying the website access device used by the user; and

   using the unique identifier and identification data from the request to retrieve the user's personal data and to link the web page data to the user.

2. A method according to claim 1 wherein the unique identifier is at least one of a user's name, e-mail address or a unique identifier generated for the user

3. A method according to claim 1 or claim 2 wherein the request from the user is generated from an email communication or identifiable interaction with the website.

4. A method according to claim 3 wherein the interaction with the website is the completing of an online form or the requesting of a web page through a website access device or internet browser.

5. A method according to any preceding claim further comprising sending an e-mail to a plurality of users, the e-mail including a link to further information available within the e-mail or alternatively a requested web page therein, wherein the request from the user to view the information or requested web page is generated by the user selecting the link.

6. A method according to claim 5 wherein once the user has selected the link, the user's request is routed first to the server before being redirected to the requested web page or alternatively information relating to clicking on the link is shared with the server.

7. A method according to any preceding claim wherein a tracking script is inserted into the code of a web page to communicate identification data and/or unique identifier data to the server.

8. A method according to any preceding claim further comprising the step of redirecting the user to the requested web page.

9. A method according to any preceding claim comprising the step of providing a user with the capability to verify if their interactions with a website are being tracked as an identifiable user and accordingly opt out from the identification and tracking process.

10. A method according any preceding claim wherein a plurality of website access devices are associated with a single individual and therefore provide collective web page data on the individual.